

**Minutes  
Advisory Board  
San Marcos Convention and Visitor Bureau  
Wednesday, March 20, 2019**

**Call to Order and Roll Call**

The March CVB Advisory Board meeting was called to order at 11:47am at Homewood Suites. Present Board Members included Monica Becerra, Ruth Buck, John Lairsen, James Martin, Celena McGill, Josh Keller, Richard Morace, Sunit Patel, Lisa Prewitt, Bert Strateman and Kristin Williams. Ex-Officio members included Rosina Valle, Josie Falleta, Jason Mock and John Ellis. Staff present were Rebecca Ybarra-Ramirez, Charlotte Wattigny and Yvonne Palacios.

**Citizen Comment Period** – Prewitt spoke on SMART project; a 934-acre development. 520 jobs will be created. Total project is a \$9 million investment.

**Election of Chair** – Prewitt nominated Lairsen as Chair. Motion passed.

**Minutes**

McGuill motioned to accept the January 16, 2019 minutes; Morace seconded. Motion passed.

**Committee Reports**

Ybarra-Ramirez discussed financial details of all expenditures for January through March. The major expenditures are Advertising. McGill motioned to accept the Financials; Buck seconded. Motion passed.

**Committee and Task Force**

Wattigny presented marketing/advertising updates and the Pet Initiative Campaign. 11 hotels currently accept pets and there are four pet friendly restaurants registered with the City of San Marcos.

**CVB Director Report**

Ybarra-Ramirez reported that La Quinta paid all delinquent hotel tax debt. She stated that occupancy grew slightly for February but revenue was down due to lower rates. She informed the Board that Summit Inn has closed, making room for a new Chic-fil-A restaurant. Sales Tax Revenue for the months reported experienced decreases in December; January increased slightly.


Buck updated the Board of Conference Center renovations that are scheduled for December 15 until January 4. Embassy's ownership group has received an approval for a rental car agency on the property.

**Future Agenda Items** – More updates on the website process

**Question and Answer Session with Press and Public** – Several Board members announced and discussed major upcoming events within their businesses.

**Adjournment**

Meeting adjourned at 12:53 pm.

  
Vice Chair